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Living the Legacy: The Order of the Arrow 2008-2012 Strategic Plan

Session Length: Approximately 45 Minutes

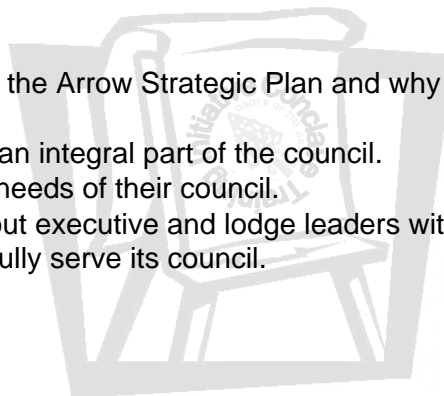
Learning Objectives:

At the end of this session, participants will:

- Understand the purpose of the 2008-2012 Order of the Arrow Strategic Plan and why it is important.
- Understand the importance of the lodge becoming an integral part of the council.
- Strive to be responsive and flexible in meeting the needs of their council.
- Understand the importance of working with the Scout executive and lodge leaders with materials that identify ways the lodge can successfully serve its council.

Materials Needed:

- Flipchart w/easel
- Markers
- Overhead projector (optional)
- Computer w/projection machine (optional)
- Small prizes for participation (optional)
- Handouts, evaluation forms and summary evaluation



TRAINER PREPARATION

Type of Trainer

The trainer for this session should be someone familiar with council programs, ideally, someone who has experience or involvement with their lodge's efforts for increasing council support. The trainer should also be highly energetic, enthusiastic and leverage his past training experiences in order to create enthusiasm among the participants.

Audience

It is anticipated that the audience for this session will consist of your typical conclave participant: youth and adult members who are not necessarily chapter or lodge officers. The purpose of the session is to educate participants and to spark an interest for them to become more involved in supporting the council.

Follow the Syllabus

The syllabus has been written to provide maximum delivery flexibility for trainers but care should be taken to follow the content of the syllabus in order to ensure consistency. It is understood

that delivery methods will vary based on the training venues available at each individual conclave site.

Use of Resource Materials

The authors of this session have provided varied resources to enhance the presentation. Constraints in conclave facilities are recognized and so a number of the resources may not be able to be used at a given site (e.g. a PowerPoint presentation in an outdoor training venue). At a minimum each presentation should use a flip chart with easel. Flip charts should be pre-prepared based on samples provided with the resource materials.

A good trainer understands that PowerPoint presentations can be a very powerful and effective tool to use during a training session. However, trainers should remember that PowerPoint presentations are meant to complement prepared training and not be the crux of the session. Slides are meant to emphasize and illustrate points - care should be taken to not read directly or verbatim from PowerPoint slides.

Physical Arrangements

Physical arrangements and set up of the training room or location are at the discretion of the session trainer. The session will consist of some lecture and group discussion. Effort should be made to ensure that participants have a place to take notes (e.g. desks or tables) even in outdoor venues.

Evaluation Process

Each trainer should provide all participants the opportunity to complete an evaluation form. A minimum of three (mix of youth and adult) per session should be completed. The forms should be given to the individuals at the conclusion of the session. Participant evaluation forms should be collected and reviewed by the trainer and conclave training staff. Evaluations are meant purely to provide immediate feedback to the trainer.

Trainer Checklist – prior to the conclave

- Study this syllabus
- Practice presenting the class
- Review support materials provided
- Choose Audio/Visual delivery method and prepare accordingly
- Recruit a training assistant
- Prepare copies of *Participant Evaluation* (three per session)

Trainer Checklist – after the conclave

- Review evaluations from all presentations
- Provide any suggestions or recommendations for changes to the section adviser and/or individuals responsible for conclave training

Introduction**5 Minutes**

Begin PowerPoint/Flipchart Presentation

Trainer Tip: The session trainer should introduce himself and the topic. He should provide information on his Scouting and Order of the Arrow experience, what lodge and city he is from and any other relevant items of interest. Please note: although this session narrative is written in the first person, trainers should not read directly from the syllabus and work to develop their own style of delivery while maintaining the integrity of the content.

I'd like to begin our session today by asking some key questions (seek feedback and discussion through guided discovery):

- **What is a Strategic Plan**

A strategic plan clearly defines the purpose of the organization. It establishes realistic goals and objectives consistent with the purpose in a defined time frame within the organization's capacity for implementation.

What that means is that a strategic plan helps to answer the "what", "when", "why", and "how" of the organization's actions for the next several years. It is basically the long-term (often 5 year) goals of the organization.

- **Why is a Strategic Plan important?**

Members of an organization generally already know the purpose of the organization and why it exists. However, development of a strategic plan helps to clarify the organization's plans and ensure that the leadership and the membership of the organization are on the same page.

At the same time, it should be noted that the process of creating and implementing a strategic plan is much more important than the actual document itself.

The process of creating a strategic plan forces an organization's leadership to determine what is important. The process of implementing a strategic plan requires an organization to communicate those goals to its membership.

- **What are the benefits of a Strategic Plan?**

- Communicates the goals and objectives to the organization’s membership
- Develops a sense of ownership of the plan by the membership.
- Ensures the most effective use of the organization’s resources by focusing the resources on key priorities.
- Provides a base from which progress can be measured

Overview of the 2008 – 2012 Order of the Arrow Strategic Plan: 15 Minutes

Now that we know what a strategic plan is, why it is important and reviewed an example of a strategic plan at work, let’s take this opportunity to discuss the 2008 – 2012 Order of the Arrow Strategic Plan.

Distribute Handout	“2008 – 2012 Strategic Plan”
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This strategic plan was developed after receiving considerable feedback from Scout executives, members of the national OA committee and other Arrowman from across the country. In addition, this plan was developed after a thorough review of the BSA’s current strategic plan.

The current BSA strategic plan focuses on five areas of emphasis:

- Increase Membership Opportunities
- Ensure Financial Security
- Recruit More Volunteers
- Identify and Strengthen Relationships
- Place the Right People in the Right Positions

Based on the feedback and the BSA strategic plan, the Order of the Arrow Strategic Plan includes the following areas of emphasis:

- Serve and support Scouting
- Develop leaders of character
- Promote outdoor adventure
- Be an active, honored Brotherhood

Each area of emphasis is divided into national and local council (lodge) initiatives. Key priorities in the OA strategic plan focus on these four areas of emphasis for the next five years. Let’s take a look at them in more detail.

Trainer Tip: As you move in to the “meat” of the plan, it would be helpful to have some talking points about the statements in each pillar. Please be sure to provide some recent statistics or anecdotal information to support the points.

To serve and support Scouting, we will...

- Forge meaningful relationships with other groups within Scouting by joining together on projects of mutual interest.
- Emphasize the historical success of the Order in retaining Scouts and Scouters, including a more active commitment to the Webelos to Boy Scout transition.
- Offer the Order of the Arrow program in every council.
- Strive to link the Quality Council and Quality Lodge processes to provide and excellent Scouting program.
- Integrate council leadership into the lodge annual planning process and quality lodge petition to better respond to local needs.
- Develop and maintain a strong financial base.
- Initiate and strengthen existing programs to motivate our volunteers to serve their unit, district, and council as well as other programs within the scouting movement.
- Provide support materials to create a more effective Troop/Team Representative program, including guidance on the role of the representative’s adviser, so the position becomes a more meaningful part of every Boy Scout unit.
- Engage Scouting professionals at all levels of the Order through training, leadership development, and other service opportunities.
- Strive to transition or re-introduce young adults into roles as volunteer Scouters.

To develop leaders of character, we will...

- Seek opportunities for leadership at the lodge, section, region, and national levels.
- Produce an *Arrowman's Guide to Servant Leadership* and other resources aimed at encapsulating the ideals of servant leadership, and the Scout Oath and Scout Law in the daily life of every member.
- Encourage local councils to provide additional opportunities for Order of the Arrow leaders to be involved in other aspects of Scouting.
- Seek to involve all lodge chiefs and advisers in the decision-making processes of the local council by advocating appointment to the council executive board.
- Broaden the intended audience for the Lodge Leadership Development (LLD) program and other training to include more lodge youth and adult members.
- Improve the quality of adult volunteers through more systematic identification, recruitment, development, and retention of advisers with our desired qualifications.

To promote outdoor adventure, we will...

- Continue our commitment to the national BSA high adventure bases, specifically the highly acclaimed OA Wilderness Voyage, OA Trail Crew, and the OA Ocean Adventure programs.
- Promote and deliver active, outdoor programs to make scouting's aim of physical fitness a priority of the Order's program.
- Assure appropriate BSA medical standards are followed at our national programs, and events to emphasize the importance of physical fitness.
- Support and incorporate state of the art conservation and ethical practices in the Order's outdoor training and activities.
- Develop, promote, and conduct the *Arrow Corps 5* national service project in partnership with the U S Forest Service during the summer of 2008 thereby demonstrating a model for OA-led conservation service projects for the local council.

- Recommend the use of the OA Camp Chief program and expand the Order's summer camp presence, promotion, and service.
- Support the Cub Scout outdoor program.
- Support the implementation of high adventure programs in local councils through our national model and sharing of best practices.

To be an active, honored Brotherhood, we will...

- Meaningfully reduce member attrition by improving the registration and dues collection process, among other efforts.
- Ensure the accurate registration of our members through a robust membership verification system.
- Develop annual thematic based programs that are highlighted throughout the year and featured in the national program of emphasis.
- Enhance our capabilities to communicate directly with our members – both at the national and local council levels – largely through electronic means.
- Continue to expand our national historic archives and secure an appropriate national repository to make the Order's memorabilia more accessible to the Scouting community.
- Examine the Order's purpose, identity, and perceived role within the Scouting movement, and the mission of the lodge, as we prepare for the Boy Scouts of America's centennial celebration.
- Undertake a deliberate examination of the Order's commitment to programs and events to avoid overburdening our national and local councils.
- Achieve a total national endowment of Six Million Dollars.
- Reconnect with former members of the Order to re-engage and identify them as potential resources for their local councils.
- Grow the Goodman Society to 100 members.

The Strategic Plan– Breakout Group Activity:

20 Minutes

Just as the Order of the Arrow created their strategic plan to support the BSA, lodges are to develop their own annual plan to address council needs in a manner consistent with the Order of the Arrow strategic plan. The OA strategic plan should be integrated into the lodge's plan in ways that support the specific needs of your council.

Your lodge may already have a plan; many were developed as a part of the program at the NCLS at Indiana University in the summer of 2007. If you have not seen or heard about your lodge's plan, PLEASE ask your chief or adviser today about it. Working with the council is so important; meeting with council leadership is a requirement for Quality Lodge status and each lodge who attended the NCLS was asked to share their plan with their council leadership as well as the members of their lodge. Those who did not attend were sent the materials and asked to complete the plan at home.

Trainer Tip: Prior to the conclave, you may want to determine which lodges in your section have developed their annual plan and have copies or information available for reference and discussion.

Break into 4 groups. Each group must choose a spokesman. In the next **10** minutes strategize how you would accomplish the following areas of emphasis in your lodge. Remember, in a brainstorming activity, no idea is wrong and all input should be considered. Your goal is to capture as many ideas as possible.

1. Serve and support Scouting
2. Develop leaders of character
3. Promote outdoor adventure
4. Be an active, honored Brotherhood

After each group has had the chance to discuss its subject, allow the next **10** minutes to report back to the group. List all of the responses on a flip chart. Obviously, there are a lot of good ideas and different things we can do as individuals and as lodges, using the strategic plan as a guide, to help support our councils. Remember, not all of the ideas presented today will be successful in your lodge's goal to support the council, but I would like to encourage you to take some of these ideas back to your lodge leadership, and in partnership with the council, they may find some of these ideas useful.

Questions and Answers/Evaluation:

5 Minutes

At this time, I'd like to ask you to perform an evaluation of this session. The feedback you provide will be returned to the national office for review and analysis. With your feedback we can continue to provide quality sessions to help improve conclave training. If we assist our councils and help them to achieve their goals in a manner consistent with the strategic plan, we will have truly lived up to the mission and purpose of the Order of the Arrow.

It is up to everyone to ensure that the OA Strategic Plan is more than words on paper, but a path that leads towards a Legacy of Servant Leadership.

Participant Evaluation

Order of the Arrow, Boy Scouts of America

Participant: Please fill out this evaluation form and return it to the session trainer. Your feedback will help improve future sessions for conclave training.

1. Name of Session:

2. I am a Youth _____ Adult _____

3. How would you rate this session overall?

Low _____ High

4. List two important things you have learned as a result of this session:

5. What did you enjoy most about the session?

6. What would you improve?

7. Rate the Following:

Trainer: Low _____ High

Audio/Visual: Low _____ High

Handouts: Low _____ High

Content: Low _____ High

8. Suggestions for future Conclave Training topics:

9. Please provide any additional comments on back:

Section: _____ Conclave Date: ___/___/___ Conclave Location: _____

APPENDIX: SAMPLE FLIPCHART SUGGESTIONS

The following is a recommended list of flip chart pages that can be used for visual presentation.

**Living the Legacy
2008-2012
Strategic Plan**

Your Name

"The OA expects every lodge to be:

- An integral part of every council
- Responsive and flexible in meeting the needs of their council
- Proactive, innovative, and energetic in their support of the council and its units

**2008-2012 OA Strategic Plan
"Living the Legacy"**

Mission of the Lodge

The mission of the lodge is to achieve the purpose of the OA as an integral part of the Boy Scouts of America in the council through positive youth leadership, under the guidance of selected capable adults.

Brainstorming Activity

What are some things an OA lodge or chapter can do to support the council?

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-
-
-
-
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Opportunities for Supporting the Council

- Financial Support
- Council/District Events Support Staff
- Service Projects
- Membership
- Summer Camp

Integrating the Lodge into the Council

- Annual Meeting with Council Executive
- Integrate Council and Lodge Calendars
- Lodge Leadership Annual Report
- Become a Member of the Board
- Encourage Everyone to Join the Team

Marketing the Lodge

- Re-Brand the Lodge
- Back to Basics
- Annual Council Executive Board Presentation

Annual Report Activity

- Select key accomplishments
- Focus on how these increased council support
- Develop strategies to play a more integral role in the council

Resources

Official OA Site:
<http://www.oa-bsa.org>

APPENDIX: SOURCE MATERIAL AND REFERENCES

Official National Order of the Arrow Web Site

- **Annual Lodge Report Template**
<http://www.main.oa-bsa.org/resources/lodge/lodgeannualreport.htm>
- **OA Strategic Plan**
<http://www.main.oa-bsa.org/programs/splan/>
- **Mission of the OA and Purpose of the Lodge**
<http://www.main.oa-bsa.org/misc/basics/purpose-mission.htm>
- **2008 Quality Lodge Recognition Petition**
<http://www.main.oa-bsa.org/resources/forms/Quality-Lodge-2008.pdf>